

Fortnightly Marinus Steerco update

13 August

Agenda

1. Introduction
2. The Project Marinus strategy - communications, stakeholder, third-party advocates, government advocacy - supporting both Marinus Link and NWTD
3. Governance - what is the best way we can support both Marinus Link and NWTD team
4. Keeping in touch - Does fortnightly on a Friday suit everyone?

Project management

Week ahead schedule

Friday 13 August

10am - Fortnightly Marinus Link/NWTD Steerco meeting.

Monday 16 August

11am - Internal WIP

1-2pm - SPV Planning Workshop

2pm - Comms check in

TBC - DISER briefing

Tuesday 17 August

- 10.30am Senator Wendy Askew. Action: Background from Font.
- TBC - DISER briefing

Wednesday 18 August

10.30 - SGS - RPS - 89DE monthly meeting

11am - Vic lib renewable energy spokesman Brad Roswell. Briefing from 89DE

TBC Sharing the Benefits campaign run through- ACTION: FA and KH to find next timing.

New 10am, Friday 27 August - Next Steerco Meeting?

Action for Marinus

Confirm availability

- Sharing the benefits workplan and budget review: w/c 16 August Date for 1 hr session with BW, KH, CW, to agree on workplan, budget level and approach to Saul Eslake.
- Share brief to Duniam with 89de. Feedback focus should be fed colleagues eg Frydenberg.

Action for 89DE: Russell Broadbent chasing. Check in by FA

Workstream 1 - Communications and Branding

To Do

Content and channel review (revised ETA 27 August due to additional work on brand scoping)

ACTION for 89DE: Asset audit - what assets are already in the market place, what do we have in-house, what needs to be commissioned?

Incorporating

- audit of all public digital content for brand and language consistency
- Stocktake of all existing video/social collateral for use in future microcampaigns
- Media and digital strategy based on digital content audit, approved microcampaign structure, and branding scoping study
- Branding scoping study - looking at brand language, hierarchy of the 'Project Marinus', 'Marinus Link' and 'NWTD' brands. Will include possible options for rebranding/relaunch of 'Project Marinus' taking into account any future ownership changes.

Other

- Comms plan around Coffey granular data on jobs - north west only at this stage

Opening of Gippsland Marinus Link Office

- Expected for around October. Roles/recruitment going to market soon. Recruitment could potentially be part of public comms. Regional development, engagement, indigenous engagement - profiles. Preannouncement of office - local press, outreach to local polities and stakeholders.

Doing

NEW Update to overarching Project Marinus communications, stakeholder engagement and government advocacy strategy - Updated version incorporating Ben feedback sent 12 August.

Next update: Marinus Link/NWTD activity breakdown - colour-coded - to be delivered COB 17 August.

Fact sheet and video explainer production - 89 Degrees East will assist the Marinus Link comms team on the production of:

- up to SIX fact sheets
- scripting for up to THREE video explainers

We are aiming to deliver fact sheet drafts by **end of August**

Micro campaign detailed work plans

Final micro campaigns - Renewable Superpower, Building the Nation, and Dynamic Regions - to be delivered within one month of receiving feedback on the Sharing the Benefits micro campaign template. ETA **end of August** depending on feedback.

ACTION FOR MARINUS: Feedback on Sharing the Benefits microcampaign - including likely budget appetite to inform the subsequent microcampaign.

Tasmanian boat and crew marine survey media opportunity - ETA 23 August.

- **NEW:** Update on media planning including videography, photography for socials (no pitch to TV news)
- 89DE has contacted Hype Tv (Tas owned) for quote on drone, general vision and interview footage.

ACTION FOR MARINUS: Is Bess Clark/Ben White available a day or two before 23 August departure to be interviewed by Hype TV?

MEGSI Marine survey press release and media plan

- Release date for announcement of tender: 20 August
- Media release drafted and updated version sent 12 August.
- UPDATE: Film and stills logistics. C3X to undertake videography, 89DE to source local photographer.

ACTION 89DE: DR and KO to liaise with MMA following tender announcement re their own MR welcoming the project.

Done

- **Tasmanian boat and crew marine survey media opportunity** - High-level media plan completed
- **Marine survey press release and media plan**
- *Sharing the Benefits* micro campaign campaign, delivered 28 July
- Federal Election work plan
- Microcampaign evidence proof points.
- Media Sentiment Tracking Report (weekly)

On Hold

- 24 month living comms calendar - to be collated in early September from the 4 microcampaign workplans
- Media and digital comms strategy - to be collated in early September from the 4 microcampaign workplans

Workstream 2 - Government Advocacy

To Do

- **SPV planning:** Workshop 16 August. Outcomes Briefing lines/fact sheet for influencer decision makers re change on change of SPV ownership
- Upcoming meetings: , Vic Libs - Brad Roswell (Ryan), Vic Premier (Ryan) NSW Govt, eg Matt Kean etc (DPG)
- FONT: Dean Winter - direct briefing from Bess.

Doing

- **Agenda and pre-reading for SPV planning workshop**

ACTION FOR MARINUS: Any additional info from cab sub on pricing models?

- **Briefing with Senator Wendy Askew** - Timeslot offered - 10.30am on Tuesday 17 August 2021 - Marinus confirmed
- **Briefing with Vic lib renewable energy spokesman Brad Roswell**- 18 August

- **Briefing with DISER** – 16/17 August TBC
- **Briefing with Russell Broadbent** – Sasha seeking meeting.
- **Coalition briefing updates** – PMO, DPMO and Deputy Nationals Leader – Confirming times.
- **COP26 GR options** as part of the *Renewable Superpower* microcampaign for October – December. Plan ETA by end of August.
- Internal GR reporting register/sentiment tracker – underway (RL)

Done

- Senator Eric Abetz (FONT) briefing with Bess and Ben.
- Chris Bowen meeting: he restated the Fed ALP's commitment to the project, and agreed to find opportunities over the coming months to do so publicly. Most likely in the lead up to COP26
- Informal outreach to Gavin Pearce, Guy Barnett, Dean Winter, Robert Mallet, Micheal Bailey (see GR WIP).
- 4-week federal election work plan (as a subset of the Sharing the Benefits microcampaign)
- Victoria: Minister Wynne's office meeting arranged for 10 August at 2.45pm. As requested by Marinus, Minister Wynne's office has formally requested a briefing via his Tas counterparts in Minister Barnett's office.
- drafting note for Minister Barnett's office with preferred meetings and purpose.

On Hold

- Engagement with Grattan or Regional Australia Institute re modelling/partnership (Adam said they might have stuff from EY they can use).
- Develop jurisdiction specific briefings packs

Workstream 3 – Stakeholder engagement

To Do

- Stakeholder mapping: Adapt Slide 29 format to plot out our stakeholder engagement over the micro campaigns

Doing

- **NEW** - Outreach to Peter Strong re partnership opportunities with Tasmanian Small Business Council (FA)
- Outreach to Saul Eslake to assist with consumer level breakdown of FTI figures to support Sharing the Benefits campaign. ACTION FOR MARINUS: Are you happy for Fleur to contact Saul direct?
- Liaison with DISER: FA to contact Rachel Parry
- to potential partners - Cradle Coast Authority, UTas, Energy Consumers Australia
- Commenced outreach to potential partners based on micro-campaign structure.

Done

- **NEW** Committee for Gippsland one-pager - Delivered 11 August. FA to send to Mandi. Consultation dates :
 - Mandi has complete list of Gippsland stakeholders - being shared
 - Successful briefing of DGG's head of Renewable Tasmania Sean Terry
 - Evidence audit of external research by potential partners/advocates to support micro campaign strategy
 - Informal outreach to UTAS for potential partnership opportunities

On Hold

Workstream 4 - Research

To Do

- Coffey granular data on jobs - north west only at this stage, due next week

Doing

Marinus Sentiment Tracker in field

- w/c 9 August - Fieldwork has commenced
- w/c 30 August - Topline results

Dashboard - Sentiment tracker dashboard in early stages of development. Commenced development including branding, layout.

Done

- **NEW** One page update on research for Ben. (Attached)
- Survey questions now with Marinus team for final approval.
- Sentiment tracker workshop with DSG, MO reps
- Survey design and survey questions
- Evidence audit of external research by potential partners/advocates to support micro campaign strategy